LEO BURNETT U.S.A.
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Get down to Basics.

The new low-tar cigarette with Double-Aged Tobacco. And only 6mg tar.

BASIC
Double-Aged Tobacco
Only 6mg Tar
BASIC

Only 6mg tar.

Basic gives you more flavor because it starts with more flavor. The reason? A special process called Double-Aging.

All tobacco is aged. But with the Basic blend, selected leaves are aged again. They're allowed to enrich themselves until they're actually *too full-flavored for today's smoker.*

Your Basic news lady
"Low tar. Great taste. Stay tuned for details."

But it's important to start with all that flavor. Why? So when you take out tar—take it all the way down to 6 mg—you'll still have plenty of flavor left.

That's the Basic idea. Flavor. With only 6 mg tar.

Get down to Basics.

Double-Aged Tobacco. Only 6 mg tar.
Also Available in 100's.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

Kings: 6 mg "tar," 0.6 mg nicotine—100's: 6 mg "tar," 0.8 mg nicotine av. per cigarette by FTC Method.

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